



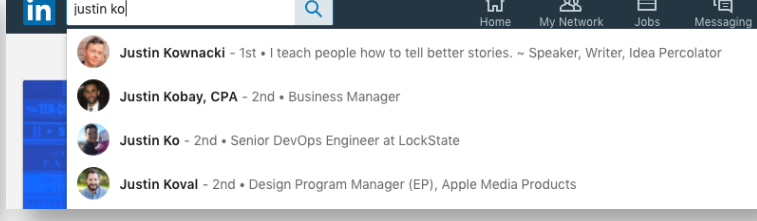
Worksheet: Optimizing LinkedIn Profile Copy

Many people use LinkedIn for networking or job searching (or both). While the information you share within your profile might help you make a connection, it'll never be the deciding factor on whether or not you get a job - that requires conversations, meetings, and a lot more information than what you'd put on a LinkedIn profile.

THE POINT: don't feel like you have to provide EVERY detail about your professional career within your LinkedIn profile.

Instead, approach it as you would a marketing channel. When writing marketing copy, you want to attract attention, quickly establish relevance, and communicate value. And in this case, you're marketing yourself.

Profile Headline



LinkedIn headlines appear directly below your name on your profile page, so they have great prominence. They also appear next to your name in searches, meaning the headline will help people figure out who you are and why to follow you.

These headlines should describe what you do - like your career focus, job title, or mission - and should **include terms that people will search for**, such as job titles or specific responsibilities. If you're a "Web Designer", use that term - there's no need to be clever and write "Online magician" or something just as vague.

If you write a headline of **80 characters or less**, it will fit completely within the LinkedIn search window. Chances are it will also force you to focus on only the most important terms that help define you.

CREATE YOUR OWN HEADLINE - AND KEEP IT UNDER 80 CHARACTERS:

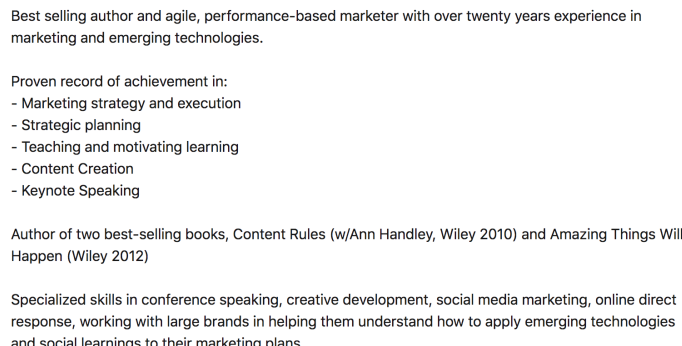
Profile Summary

The LinkedIn profile summary is another opportunity where the copy you write can help make a first impression. Located near the top of your profile page, the summary is an open field where you could essentially write anything - and that lack of structure leads to a wide variety of copy.

Some people fill it with paragraphs of information about themselves; others write about their company. Some people write a sentence, while others write hundreds of words.

Don't forget the idea that this profile is like marketing yourself - and when readers see large blocks of text, their eyes will naturally shift elsewhere for something more visually stimulating.

So, create a summary that's focused, concise, and compelling enough to get the visitor to read more of your profile.



This summary from marketing author and speaker C.C. Chapman has 4 parts: who he is, what he's done, special achievements, and specific skills. It's a great mix of describing oneself through the use of searchable terms that's also very easy to read.

NOW, CREATE YOUR OWN SUMMARY. CONSIDER THE STRUCTURE USED IN THE EXAMPLE ABOVE - WRITE 1 SENTENCE TO DESCRIBE WHO YOU ARE, WHAT YOU'VE DONE, ANY SPECIAL ACHIEVEMENTS, AND SPECIFIC SKILLS YOU'VE GOT:

Job Descriptions

Another important piece of copy within LinkedIn profiles are the job descriptions you write to describe your work experience. These job descriptions should answer 3 important questions:

1. What are your primary responsibilities? (put your role into context)
2. What kind of work did you do? (specific types and formats to show range of abilities)
3. How well did you do it? (results, data, feedback to show success)

For example, a Video Team Manager might include the following description for his current job in his profile:

- Leads and manages the video team
- Director/producer of a variety of content
- Our video content has grown our YouTube channel dramatically over the past year

While those descriptions might be accurate, they're not terribly helpful to understand that person's abilities or experience. They also lack specifics. Now, consider this copy instead:

- Leads a team of 12 video professionals, managing production from idea phase through editing and publishing
- Directs and produces a variety of content, including expert interviews and short social media videos
- Created 500 hours of video content and grew YouTube channel by 10K subscribers in 2017

With those 3 bullet points, it's clear what this person does, how they do it, and what they've accomplished recently.

Let's say you've got this entry under Work Experience on your LinkedIn profile:

Content Marketing Associate

1st Street Design
June 2014 - July 2015
Building awareness and generating leads by creating content for the company blog and social media platforms.

You don't need to provide intense detail in your job description, but one sentence isn't enough to tell people.

HOW WOULD YOU EXPAND UPON THAT 1 SENTENCE? WHAT QUESTIONS MIGHT YOU ANSWER TO HELP YOU WRITE ADDITIONAL COPY?
